

PROFILE OF TOURIST BY ASPECTS INFLUENCING THE DESTINATION CHOICE (2019)

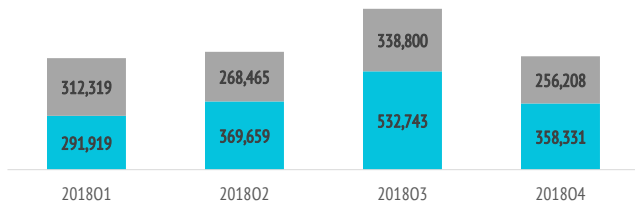
FUN POSSIBILITIES

How many are they and how much do they spend?

	Fun possibilities	Total
TOURISTS		
Tourist arrivals (FRONTUR)	n.d.	15,110,866
Tourist arrivals > 15 years old (EGT)	2,728,444	13,271,035
- book holiday package	1,552,652	7,426,022
- do not book holiday package	1,175,793	5,845,014
- % tourists who book holiday package	56.9%	56.0%
Share of total tourist	21.1%	100%

TOURISTS MOTIVATED BY FUN POSSIBILITIES

■ do not book holiday package ■ book holiday package



	Fun possibilities	Total
Expenditure per tourist (€)		
- book holiday package	1,300	1,268
- holiday package	1,040	1,031
- others	260	237
- do not book holiday package	989	967
- flight	273	263
- accommodation	309	321
- others	406	383
Average length of stay		
- book holiday package	8.44	8.64
- do not book holiday package	9.37	9.68
Average daily expenditure (€)		
- book holiday package	163.9	155.4
- do not book holiday package	120.1	117.9
Total turnover (> 15 years old) (€m)		
- book holiday package	2,018	9,416
- do not book holiday package	1,163	5,655

AVERAGE LENGTH OF STAY (nights)



EXPENDITURE PER TOURIST (€)



Importance of each factor in the destination choice

	Fun possibilities	Total
Fun possibilities	100%	21.1%
Climate	85.5%	78.4%
Safety	69.4%	51.9%
Accommodation supply	60.4%	42.9%
Tranquility	60.0%	47.6%
Price	55.7%	37.4%
Sea	55.5%	44.4%
Beaches	52.3%	37.7%
Effortless trip	49.5%	35.2%
European belonging	47.8%	36.1%
Environment	46.9%	33.2%
Landscapes	42.6%	33.1%
Gastronomy	36.5%	23.2%
Authenticity	35.5%	20.3%
Nightlife	28.2%	8.0%
Exoticism	25.4%	11.4%
Shopping	24.0%	9.4%
Culture	21.1%	8.0%
Historical heritage	17.0%	8.2%
Hiking trail network	12.3%	9.6%

Each aspect is rated individually ("Not important", "Somewhat important", "Quite important", "Very important")
% of tourists who indicate that the factor is "very important" in their choice.

What is the main motivation for their holidays?

	Fun possibilities	Total
Rest	46.1%	55.5%
Enjoy family time	18.1%	14.4%
Have fun	18.0%	8.6%
Explore the destination	13.5%	17.8%
Practice their hobbies	2.8%	1.9%
Other reasons	1.6%	1.8%

HAVE FUN



How far in advance do they book their trip?

	Fun possibilities	Total
The same day	0.8%	0.7%
Between 1 and 30 days	21.6%	23.8%
Between 1 and 2 months	21.9%	22.8%
Between 3 and 6 months	32.6%	32.7%
More than 6 months	23.1%	20.0%

% TOURISTS BOOKING MORE THAN 6 MONTHS IN ADVANCE

FUN POSSIBILITIES
23.1%



TOTAL
20.0%

Picture: Freepik.com

Source: Encuesta sobre el Gasto Turístico (ISTAC). Profile of tourist who indicate that fun possibilities are "very important" in their choice.

Note: Tourists under 16 years old are excluded. In order to calculate percentages, "Not applicable" and "No answer" have been excluded.

PROFILE OF TOURIST BY ASPECTS INFLUENCING THE DESTINATION CHOICE (2019)

FUN POSSIBILITIES



What channels did they use to get information about the trip?

	Fun possibilities	Total
Previous visits to the Canary Islands	48.9%	51.9%
Friends or relatives	32.0%	27.1%
Internet or social media	54.7%	54.7%
Mass Media	2.1%	1.6%
Travel guides and magazines	7.1%	8.4%
Travel Blogs or Forums	5.9%	5.7%
Travel TV Channels	1.0%	0.8%
Tour Operator or Travel Agency	20.9%	22.6%
Public administrations or similar	0.5%	0.4%
Others	2.3%	2.4%

* Multi-choice question

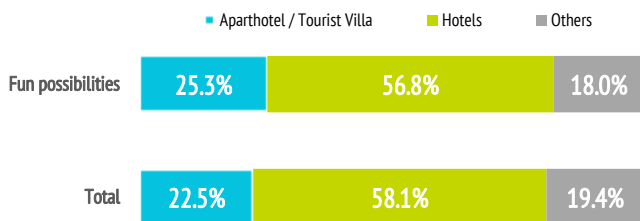
With whom did they book their flight and accommodation?

	Fun possibilities	Total
Flight		
- Directly with the airline	43.5%	42.9%
- Tour Operator or Travel Agency	56.5%	57.1%
Accommodation		
- Directly with the accommodation	31.9%	31.5%
- Tour Operator or Travel Agency	68.1%	68.5%

Where do they stay?

	Fun possibilities	Total
1-2-3* Hotel	12.7%	11.5%
4* Hotel	36.2%	37.6%
5* Hotel / 5* Luxury Hotel	7.9%	9.0%
Aparthotel / Tourist Villa	25.3%	22.5%
House/room rented in a private dwelling	4.5%	5.9%
Private accommodation (1)	7.6%	7.2%
Others (Cottage, cruise, camping,...)	5.8%	6.3%

(1) Own property /House of friends or relatives / Free housing exchange / Other private accommodation.



What do they book?

	Fun possibilities	Total
Room only	27.8%	27.9%
Bed and Breakfast	11.7%	12.4%
Half board	17.6%	21.2%
Full board	3.4%	3.6%
All inclusive	39.5%	34.9%

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39.5% of tourists book all inclusive.
 (Canary Islands: 34.9%)

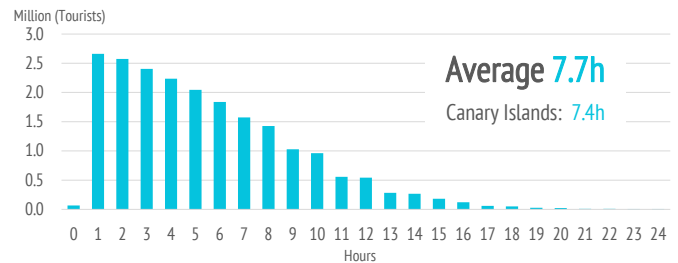
Other expenses

	Fun possibilities	Total
Restaurants or cafes	57.0%	59.1%
Supermarkets	51.6%	52.1%
Car rental	22.2%	26.3%
Organized excursions	22.4%	20.6%
Taxi, transfer, chauffeur service	51.0%	50.0%
Theme Parks	11.1%	7.5%
Sport activities	8.6%	5.7%
Museums	3.0%	4.6%
Flights between islands	4.5%	4.4%

Activities in the Canary Islands

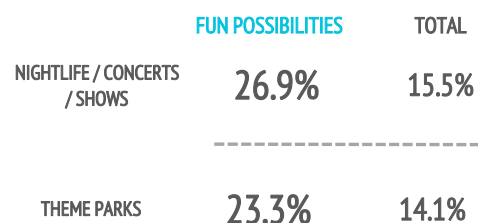
Outdoor time per day	Fun possibilities	Total
0 hours	2.4%	2.1%
1 - 2 hours	9.5%	9.8%
3 - 6 hours	30.5%	32.6%
7 - 12 hours	47.3%	47.1%
More than 12 hours	10.4%	8.4%

TOURISTS BY HOURS A DAY OUT OF THE ACCOMMODATION



Activities in the Canary Islands	Fun possibilities	Total
Beach	70.0%	66.3%
Walk, wander	69.7%	69.8%
Swimming pool, hotel facilities	65.8%	58.2%
Explore the island on their own	45.0%	45.2%
Nightlife / concerts / shows	26.9%	15.5%
Taste Canarian gastronomy	24.1%	24.2%
Theme parks	23.3%	14.1%
Organized excursions	20.4%	16.9%
Sport activities	18.0%	13.4%
Sea excursions / whale watching	15.7%	11.1%
Activities at sea	13.7%	10.0%
Wineries / markets / popular festivals	11.4%	11.6%
Nature activities	10.0%	10.4%
Museums / exhibitions	9.0%	10.1%
Beauty and health treatments	6.9%	5.4%
Astronomical observation	3.9%	3.5%

* Multi-choice question



PROFILE OF TOURIST BY ASPECTS INFLUENCING THE DESTINATION CHOICE (2019)

FUN POSSIBILITIES



Which island do they choose?

Tourist > 15 years old	Canarias	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Tourists motivated by fun possibilities	2,728,444	444,666	292,988	701,938	1,252,596	25,916
- Share by islands	100%	16.3%	10.7%	25.7%	45.9%	0.9%
Total tourists	13,271,035	2,521,668	1,659,115	3,698,127	5,040,382	235,409
- Share by islands	100%	19.0%	12.5%	27.9%	38.0%	1.8%
% Tourists motivated by fun possibilities	21.1%	17.9%	17.9%	19.9%	25.5%	11.1%

How many islands do they visit during their trip?

	Fun possibilities	Total
One island	91.1%	91.4%
Two islands	7.7%	7.2%
Three or more islands	1.3%	1.4%

Internet usage during their trip

	Fun possibilities	Total
Research		
- Tourist package	15.4%	14.8%
- Flights	14.6%	13.0%
- Accommodation	17.9%	16.9%
- Transport	17.8%	15.7%
- Restaurants	30.6%	28.4%
- Excursions	28.8%	26.2%
- Activities	33.5%	30.1%
Book or purchase		
- Tourist package	39.5%	39.4%
- Flights	67.2%	66.7%
- Accommodation	58.3%	57.3%
- Transport	47.8%	47.6%
- Restaurants	14.9%	12.1%
- Excursions	16.9%	13.0%
- Activities	21.2%	14.7%

* Multi-choice question

Internet usage in the Canary Islands	Fun possibilities	Total
Did not use the Internet	7.1%	8.3%
Used the Internet	92.9%	91.7%
- Own Internet connection	40.1%	37.4%
- Free Wifi connection	35.6%	39.5%
Applications*		
- Search for locations or maps	62.4%	61.7%
- Search for destination info	47.3%	44.8%
- Share pictures or trip videos	61.6%	56.0%
- Download tourist apps	8.1%	7.0%
- Others	20.8%	22.6%

* Multi-choice question

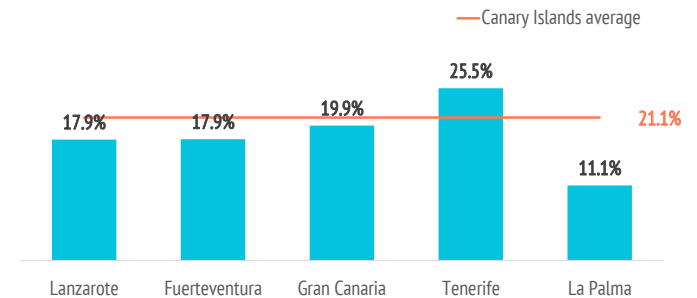


61.6% of tourists share pictures or trip videos during their stay in the Canary Islands

(Canary Islands: 56%)



% TOURISTS BY ISLANDS

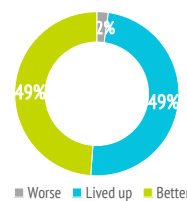


How do they rate the Canary Islands?

Satisfaction (scale 0-10)	Fun possibilities	Total
Average rating	8.90	8.70

Experience in the Canary Islands	Fun possibilities	Total
Worse or much worse than expected	2.3%	2.3%
Lived up to expectations	48.9%	55.6%
Better or much better than expected	48.8%	42.1%

Future intentions (scale 1-10)	Fun possibilities	Total
Return to the Canary Islands	8.92	8.73
Recommend visiting the Canary Islands	9.15	8.95



Experience in the Canary



8.92/10

Return to the Canary Islands

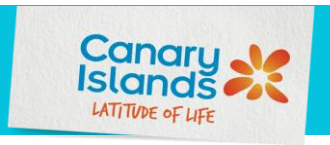


9.15/10

Recommend visiting the Canary Islands

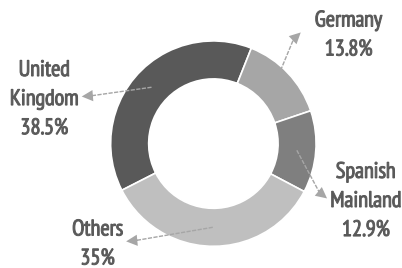
How many are loyal to the Canary Islands?

	Fun possibilities	Total
Repeat tourists	67.7%	72.2%
Repeat tourists (last 5 years)	62.2%	66.7%
Repeat tourists (last 5 years) (5 or more visits)	16.5%	19.5%
At least 10 previous visits	15.9%	18.6%



Where are they from? 

	%	Absolute
United Kingdom	38.5%	1,051,032
Germany	13.8%	376,419
Spanish Mainland	12.9%	352,372
Netherlands	5.8%	158,258
Ireland	5.2%	143,001
France	3.0%	82,749
Italy	2.9%	78,440
Belgium	2.8%	76,348
Sweden	2.1%	56,415
Denmark	1.9%	52,102
Poland	1.7%	47,457
Norway	1.6%	44,764
Switzerland	1.3%	35,920
Austria	0.6%	16,298
Finland	0.6%	15,980
Czech Republic	0.5%	13,783
Portugal	0.5%	13,291
Others	4.2%	113,815



Who do they come with? 

	Fun possibilities	Total
Unaccompanied	8.0%	9.6%
Only with partner	39.5%	48.1%
Only with children (< 13 years old)	7.7%	5.6%
Partner + children (< 13 years old)	8.4%	6.5%
Other relatives	12.0%	9.3%
Friends	9.1%	6.4%
Work colleagues	0.2%	0.5%
Organized trip	0.3%	0.3%
Other combinations ⁽¹⁾	15.0%	13.7%

(1) Different situations have been isolated

Tourists with children	24.2%	17.7%
- Between 0 and 2 years old	1.7%	1.6%
- Between 3 and 12 years old	20.3%	14.8%
- Between 0 -2 and 3-12 years	2.1%	1.4%
Tourists without children	75.8%	82.3%
Group composition:		
- 1 person	12.1%	13.2%
- 2 people	47.8%	55.1%
- 3 people	14.0%	12.0%
- 4 or 5 people	21.1%	16.3%
- 6 or more people	5.1%	3.5%
Average group size:	2.77	2.54

Who are they? 

	Fun possibilities	Total
Gender		
Men	45.8%	48.6%
Women	54.2%	51.4%
Age		
Average age (tourist > 15 years old)	41.4	47.1
Standard deviation	14.9	15.4
Age range (> 15 years old)		
16 - 24 years old	13.8%	7.3%
25 - 30 years old	15.2%	10.9%
31 - 45 years old	32.9%	28.0%
46 - 60 years old	25.6%	31.8%
Over 60 years old	12.5%	22.1%
Occupation		
Salaried worker	59.1%	55.0%
Self-employed	11.6%	11.5%
Unemployed	1.6%	1.1%
Business owner	9.8%	9.4%
Student	5.5%	3.5%
Retired	10.6%	17.9%
Unpaid domestic work	1.0%	0.8%
Others	0.9%	0.8%
Annual household income level		
Less than €25,000	21.3%	17.5%
€25,000 - €49,999	37.3%	37.5%
€50,000 - €74,999	21.5%	22.8%
More than €74,999	19.8%	22.2%
Education level		
No studies	7.6%	5.0%
Primary education	2.6%	2.6%
Secondary education	23.5%	23.6%
Higher education	66.3%	68.9%





4 IN 10 TOURISTS ARE
BRITISH

41 YEARS OLD
AVERAGE AGE

39% ONLY WITH
PARTNER

Pictures: Freepik.com

Source: Encuesta sobre el Gasto Turístico (ISTAC). Profile of tourist who indicate that fun possibilities are "very important" in their choice.

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